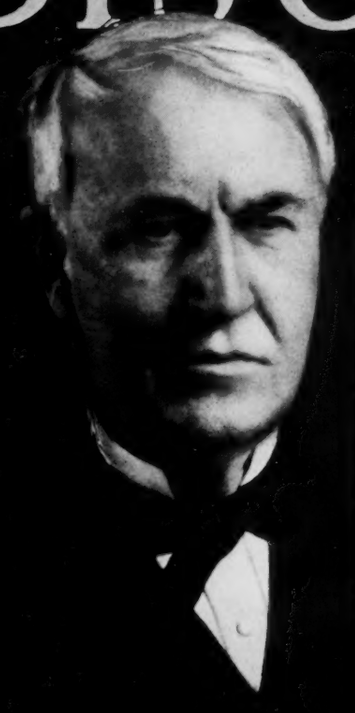
OCTOBER, 1915

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY New York Office, 17 Madison Avenue

EDISON DAY

Oct. 21st



By means of the largest and most complete selling campaign in the history of electric lighting, we and all Edison Lamp distributors will observe the 36th Anniversary of Edison's great achievement.

Edison Day will be known and talked about from coast to coast and hundreds of thousands of Edison Mazda Lamps will be sold.

The co-operation of every Edison Lamp distributor insures the success of this big campaign.

EDISON LAMP WORKS
OF GENERAL ELECTRIC COMPANY
General Sales Office, Harrison, N.J. Agencies Everywhere

5783

Our Part

There's a big increase in lamp business waiting for those of us who will go out after it and get it.

Effective advertising, intensive sales effort and close co-operation between manufacturer and distributor will produce the increase.

We are ready to do our part. Our advertising and selling service is as complete as we can make it. Our sales representatives are capable men who can offer valuable advice and assistance on sales campaigns.

Your part is an important one. The opportunity is yours. Will you take advantage of it?

We can help you if you let us. Our assistance can be had for the asking.

Westinghouse Lamp Company

Atlanta	Dallas	Philadelphia
Baltimore	Denver	Pittsburgh
Boston	Detroit	Portland
Buffalo	Kansas City	St. Louis
Butte	Los Angeles	Salt Lake City
Chicago	Milwaukee	San Francisco
Cincinnati	New Orleans	Seattle
Cleveland	New York	Syracuse

Export Sales Dept., 165 Broadway, N.Y.C.

For Canada—Canadian Westinghouse Co. Ltd., Hamilton, Ont.

Member Society for Electrical Development. *"DO IT ELECTRICALLY"*

¶ In thinking of the Frantz Premier Electric Cleaner, and of the other labor-saving, current-consuming devices we are soon to offer to American Womanhood—you should think first of the satisfaction they will bring to your customers—the increased pleasure the housewife will feel in her electric installation.

¶ Electricity will become to her, not merely a servant, but a staff of servants, ready with instant aid in dining-room, sewing-room, bedroom, kitchen and laundry.

¶ An immediate increase of daytime current consumption always follows an aggressive specialty campaign—but the most important profit to the central station is the increased satisfaction of the customer.

THE FRANTZ PREMIER COMPANY

CLEVELAND, OHIO, U. S. A.

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THE FRANTZ PREMIER COMPANY

CLEVELAND, OHIO, U. S. A.

The "Standard" is the Most Practical Stove

You can get a higher rate for your current, and your customers can cook more economically, if you adopt the "Standard" as **your** standard electric stove.

The Standard Electric Stove Co.
TOLEDO, OHIO

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Vol. XIV. No. 10 Edited by FRANK B. RAE, Jr. $1.00 a Year

Camp-fire Cookery on Electric Stoves

Profitless Cooking Rates Unnecessary when Housewives are Taught How to Handle Efficient Ranges Efficiently

By Frank B. Rae, Jr.

NO one can doubt that electric cooking is the next big central-station commercial development. Any market for current that means one kwh. per person per day is certainly dazzling in its possibilities. But before that market can be realized—before, indeed, it can be entered at all except upon an experimental basis—both the central stations and the manufacturers must quit guessing and face a few facts.

Electric cooking is no more like gas or coal cooking than driving a motor vehicle is like tooling a coach and four. Apparently, nobody has realized this fact, or if they have they have kept it very quiet. The electric stoves and ranges offered are designed as closely as possible upon the lines of gas stoves, and they are put into service with no other demonstration or instruction than a hasty lesson in the use of the snap switch. The housewife is told how to control the various units making up the stove, but she is given no practical instruction in utilizing these units economically.

What is the result? In one extreme case, a stove was thrown out because the customer had attempted to boil beets upon an open grid—and had gone broke before the beets were cooked. After looking over the graphic meter records of this installation, the central station was delighted to lose the business: the ratio between maximum demand and kwh. consumed being so extraordinary that it was figured a charge of ten cents per kwh. would not render the business really profitable. This was an extreme case, but there were others in the same city almost equally scandalous. The result is that the company concerned has put a very firm quietus upon electric cooking and has virtually closed its territory to the sale of electric ranges.

In another city, a customer telephoned the lighting company that he wished to cook electrically and requested that a representative call upon him. The representative—a fuzzy youth without knowledge, tact or ambition—arrived in due course and stated that electric cooking was altogether out of the question, and that electricity for this service would not be supplied. "We don't think it's practical," said the youth. "Do you know anything about it?" "No." Exit. The fact here adduced is that in a community of something like 100,000 lighting customers the central station did not know enough about electric heat as applied to the homely art of boiling potatoes and stewing prunes to enable it even to grant service to a customer at any price.

A central-station manager discussing this phase of the problem remarked recently that, "While a number of stations have provided rates sufficiently low to encourage electric cooking, this has been done regardless of what the service really cost and without any effort having been made to ascertain the value of the business to the central station." In short, some companies will not touch the business at any price, some are offering rates without any safe guide for setting them, and some—the large majority—have arrived at erroneous conclusions based upon misinformation and guesswork.

THE first point at issue is the question of maximum demand and its relation to connected load. There is a fairly well-defined idea among a considerable number of central-station men that a five-kilowatt stove means a five-kilowatt maximum demand; in other words, they take it for granted that every stove will be going at full blast at the dinner hour, which usually is the station peak hour. Opposed to this notion—which is an error—is the bland statement of one stove manufacturer that the diversity factor where the electric stoves are widely used is "at least twenty to one;" in other words, that twenty kilowatts of connected load means an average of one kilowatt maximum demand. This may be true, but it will require more definite proof than the manufacturer's state-

Cooking for four	Kwh.	@ 2c.	@ 3c.	@ 4c.	@ 5c.	@ 6c.
Macaroni	1.759	3.518c.	5.277c.	7.036c.	8.795c.	10.554c.
Beets	1.39	2.78c.	4.17c.	5.56c.	6.95c.	8.34c.
4-lb. roast	1.356	2.712c.	4.068c.	5.424c.	6.78c.	8.136c.

Table 1

Cooking for four	Kwh.	@ 2c.	@ 3c.	@ 4c.	@ 5c.	@ 6c.
Macaroni	.51	1.02c.	1.53c.	2.04c	2.55c.	3.06c.
Beets	.29	.58c.	.87c.	1.16c.	1.45c.	1.74c.
4½-lb. roast	.9	1.8c.	2.7c.	3.6c.	4.5c.	5.4c.

Table 2

ment, "The writer is firmly convinced."

Exact figures on this point have been offered by several stove makers and also several central stations, but hardly in conclusive form. A committee of the Northwestern Electric Light and Power Association recently presented a report in which, with an assumed load of 20,000 electric ranges, the estimated demand factor was something like nine to one. A prominent manufacturer offers exact data on three apartment buildings —one in the east, one in the intermountain district and one in territory served by hydro—in which the factors are respectively six to one, six and one-half to one and eight to one. With the "dope" running all the way from 5% to almost 20% ratio of maximum demand to connected load, it would seem that there is room for a very serious and dispassionate investigation. The industry will win nothing by deceiving itself.

Yet in such investigation, the determining factor is the type of stove used and the method of cooking adopted. If an electric stove is used exactly like a coal stove, the results of any tests made will prove conclusively that electric cooking is impracticable except at a rate of approximately three cents per kwh., and most investigators claim that it will take less than a two-cent rate to meet the competition of dollar gas. Such a rate is out of the question in eastern territory, except for long-hour business of the most desirable nature.

Let me prove this point. Some very accurate tests were made recently by a central-station man whose company later decided to push electric cooking. Table 1 shows the figures on three items which appear in his report, the cost figures being carried out on the basis of various rates.

Now, I have done a little electric cooking myself, and among my data sheets we find details covering the cooking of macaroni, beets and roast beef. My early experiments were about equal to the above figures, but after having learned how to cook with electricity, the costs on these three items are as shown in Table 2.

In the comparisons here shown, it will be seen that according to the method I employ, it costs less at 6c. per kwh. to cook macaroni and beets than it costs to cook them in the ordinary way at 2c. per kwh. Even the roasting costs no more by our process with current at 6c. than by the ordinary method with current at 4c. per kwh.

It should not take any great perspicacity to arrive at the conclusion that the successful introduction of electric cooking depends either upon very low rates—in most localities, impossibly low rates—or upon the education of the housewife in new cooking methods. This fact is emphasized by H. B. Bixler, superintendent of the lighting department of the Northern Ohio Traction & Light Company, who has recently been introducing electric stoves in his territory. He says: "One of the greatest difficulties we have is in teaching consumers the proper way to handle the range to save current." The same thought is expressed by the committee of the Northwestern Association, which says: "It is of particular importance that we have experts to follow cooking installations. Many housewives require several visits of instruction before they grasp the economical handling of their ranges, and if this is not done, we are almost sure to have a lost customer who will do us more harm than many satisfied customers can do good." Additional testimony along the same line comes from M. O. Stagg, superintendent of the meter and appliance department of the Fort Wayne & Northern Indiana Traction Company; "Owing to the newness of electric cooking it is necessary to instruct customers constantly along the best methods of using stoves and performing various cooking operations." It must be understood that these expressions come from central stations which have established rates of three cents or less. Even at these rates, as Mr. Bixler says, "The first bills are very high, due to a great deal of experimenting on the part of the consumer. After learning a few things about it we find that his bill is cut practically in two."

I do not want to be listed as a calamity howler in this matter of electric cooking—on the contrary, I am an enthusiast. The point I make is that the success of electric cooking is going to depend upon our teaching "electrical" methods of cookery, and that even where extremely low rates are available the question of education is most serious. And I make the further point, that since we must carry on systematic educational work no matter how low the rate is, why should we not go a step further and base our educational system upon fundamentals which will make a success of electric cooking at a fair rate—a rate, say, of five cents?

The question is, can the housewife be educated to entirely change her methods, to discard the teachings of a past generation, to adopt new processes of food preparation and even new systems of dietetics? I am convinced that they can—though it is not to be expected either that such result can be accomplished overnight or universally. One has only to look back upon feminist progress within the past three decades to realize that woman is passing through approximately the same kind of evolution as the Japanese nation experienced in the thirty years following Perry's visit. From having lain dormant for centuries, doing everything in a manner prescribed by immemorial custom, the women of the world, and especially of America, are reaching eagerly toward better, simpler, less laborious, more hygienic, saner methods of accomplishing their tasks. The utilization of electric heat in cooking is a natural, an inevitable step. The more intelligent, enterprising, adventurous women can be depended upon to grasp this new instrument of household efficiency, and to solve the problems which the new method entails. It seems to me that we have only to provide the opportunity.

ONE of the biggest mistakes that both the central stations and the electric-range manufacturers make is to allow the costs of electric cooking to be compared with gas-cooking costs. As well compare the cost of travel by automobile with the cost of travel by trolley. The luxury factor enters into electric cooking—the factor of pride and snobbery. People are not wholly concerned with costs. People do not live in the cheapest houses, nor wear the cheapest clothes, nor buy the cheapest cuts of beef, nor travel by the cheapest means of locomotion, nor patronize the cheapest places of amusement, nor equip their houses with the cheapest furnishings—no, nor do they attend the cheapest churches. The public asks for good value, not for cheapness.

So when the central-station adventurer into the field of electric cooking allows his competitor, the gas man, to reduce the argument to one of Btu's per cent expended, he is giving away all of his advantages and is fighting his battle upon a field selected by the enemy. Electric cooking is no more in competition with gas or coal cooking than the Packard is in competition with the Ford. To enter into such competition means that the central-station industry must make a rate of two to three cents for business which, according to present guesswork, has a load factor of something like 33% and which sweeps across the six-o'clock peak. That rate is both ridiculous and unnecessary. In the far west, to be sure, it is normal, but in a community where steam must be used and where there is a station peak at the hour when the demand of the cooking load is approximately 10% of the connected range load, anything less than five cents is mighty close to suicidal until such time as electric cooking is adopted by at least 20% of the lighting company's customers. The rate can be reduced undoubtedly as the diversity widens, but it must be born in mind that there is and will be remarkable uniformity of the hours within which electric cooking is done by the first users of this service, for the very simple reason that these users will all be of approximately the same class and will have about the same habits of life. The evidence of this fact is shown by figures dealing with apartment-house installations, where all tenants are of about equal class and where, in consequence, the diversity factor is sometimes only as five to one.

I have said that it is unnecessary to sell electricity for cooking on price comparison with gas: I will go farther and say that it is practically impossible to do so. A table of comparative evaluations has been prepared by a combination gas-electric official and has been generally

accepted by those able to judge intelligently of his competence:

Gas	@	$ .75	per	M	=	Electricity	@	1.25c	pr kwh.
"	"	.90	"	"	=	"	"	1.5 c	" "
"	"	1.00	"	"	=	"	"	1.67c	" "
"	"	1.25	"	"	=	"	"	2.08c	" "
"	"	1.50	"	"	=	"	"	2.5 c	" "
"	"	1.75	"	"	=	"	"	2.92c	" "
"	"	2.00	"	"	=	"	"	3.33c	" "
"	"	2.25	"	"	=	"	"	3.75c	" "
"	"	2.50	"	"	=	"	"	4.17c	" "

As a general thing, gas does not sell in this country at above $1.50, so if we are to be led into an argument on comparative costs we must resign ourselves to a 2½c. rate or less. Can many stations supply at this rate a service which makes almost its heaviest demand at the time of the station peak?

It is here, I think, that the stove manufacturers have made another great mistake, and in so doing they have practically repeated a mistake of the vehicle manufacturers some years ago. I have before me three circulars of stove makers in which they base their cost-of-operation estimates upon a three-cent rate. These circulars are distributed broadcast and are designed to induce the public to *demand* a three-cent rate or to feel that a higher rate is exhorbitant. Even the central-station men have fallen in with this suggestion and take it for granted that they must start with such a rate. The committee of the Northwestern Association says casually that "Many electric customers who are cooking with a three-cent rate insist that their monthly bills are no greater than when cooking with gas," and in its report this committee emphasizes the fallacy that "the securing of this business depends upon having economical rates for cooking." In the same tone, a central-station man of the middle west reported to his superiors that "gas at 80c. is 20% cheaper than our rate of 2.85c. per kwh., but with the advantages offered by the use of the electric range we should be able to have our customers use them."

Why the three-cent rate? Why embark upon a business the profit of which we slaughter in advance? Has the electrical industry no comprehension of the word *efficiency?*

Some years ago electric light was sold upon a candle-hour basis. The industry spent millions to alter that basis to one of watt-hours. Then came the high-efficiency lamps. Think what it would have meant to the central stations if the present gas-filled lamps were being sold on a candle-hour basis! Think, also, what it will mean if electric cooking can be successfully and broadly introduced on a five or six-cent rate instead of a two and one-half or three-cent rate! It will mean that we will have millions of dollars with which to prosecute our campaign for the universal adoption of electric cooking. But these millions will not be taken from the limited public which first adopts electric cooking, but will be *saved* by them for the use and benefit of the larger public which can only adopt this method of cooking when electric stoves are cheaper and better, and when standards of practice have been evolved.

My argument is that instead of establishing risky rates or flatly denying the public the use of electric-cooking service at fair rates, the industry should turn its attention seriously, first to studying and then to teaching the art of economic electric cookery. By proper processes, better cooking can be accomplished electrically than by the use of any other fuel. By these processes, cooking by electricity at a five or even a six-cent rate is approximately as cheap as the common methods of cooking with dollar gas. Even were it 25% more costly, however, the public would pay such a difference, because the proper methods of electric cooking represent this greater value measured in convenience, in time-saving, in the lesser shrinkage of food in cooking with consequent economy in raw materials and in improvement in the quality of the food cooked. Such a program of education is not impossible, it is hardly even difficult. The gas range manufacturers who went into the South and eliminated the wood stove accomplished a much more difficult feat.

No one central station is strong enough to undertake this work of developing a new system of cookery and introducing it. Probably no one manufacturer is strong enough to undertake the work. As a matter of simple justice, no one central station or manufacturer *should* be compelled to do it, but the work should be cooperative and done for mutual benefit. There seems to be no reason why steps should not be taken in this direction. The cost would be insignificant when compared with the inevitable benefits.

The main point, however, is for the industry to get away from the idea that it must cut and slash its rates to secure electric-cooking load. If we grant that cooking must necessarily be done in the most wasteful and primitive fashion, then undoubtedly the waste in the kitchen must be balanced by a concession in rates. But if we accept the principle that efficiency in cooking is all that is necessary to make a success of the business at present available rates, then we see before us a straight road to profit.

One kilowatt-hour per person per day—that is the goal. Shall we sell this current without profit by the simple and cowardly expedient of price-cutting, or shall we construct a great and paying business by adopting the sane and interesting process of education?

Mazda Service, 1878-1915

EDISON Day, October 21, commemorates the 36th anniversary of the invention of the electric incandescent lamp by Thomas A. Edison. It is interesting to read some of Mr. Edison's reminiscences of the work of the latter part of 1878 and of 1879. Edison practically began his experiments in electric lighting in September, 1878, upon his return from a visit to a Connecticut factory where he saw an electric arc lamp which concentrated his thoughts on the subject of lighting by electricity. Speaking of his entrance into the field, Edison says:

"The idea struck me all of a sudden in 1878. In those days, it was easy to see that electric lighting needed to be subdivided. The lights were too bright and too big. What we wanted was little lights and to distribute them to people's houses like gas."

Edison in the early lamp days

Of the two systems before him, the voltaic arc and the incandescent, Edison wisely chose the latter as the practical one for the subdivision of electric lighting into little units. Before the proper substance and method for securing the incandescence were discovered, experiments were made with many substances including electric arc-light carbon (made into paste and rolled into threads), cotton thread, vulcanized fiber, jute, palm fiber, grasses, carbonized flax, threads made of lamp black and tar, charcoal, hemp, soft paper, fish line, various combinations of paper and tar, linen, cardboard, celluloid, box wood, cocoanut-hair and shell, shavings from hickory, bay wood, rose wood, and a thousand or more other varieties of wood, lamp-wick, punk, cork and bamboo fiber. The practical filament was finally found in the fiber growing just under the

outside hard surface of a certain variety of bamboo. Edison says:

"The first thing to do was to find out what was the best material to use for a light producer. I soon made up my mind, that of all the material I could obtain in 1877, carbon was the most promising, if I could get the right conditions. If there was any form of carbon we did not test, I have still to learn of it. Finally on October 21, 1879, I carbonized a piece of treated cotton, sewing thread bent into a loop, and sealed it in a glass globe from which the air had been pumped out. When the current was turned on, that black thread glowed for 40 hours. That was really the first incandescent electric lamp."

Edison comments on the stirring scenes in the laboratory at the time of the discovery. "We sat and looked and the lamp continued to burn, and the longer it burned the more fascinated we were. None of us could go to bed, and there was no sleep for over 40 hours. We sat and just watched it with anxiety and growing elation.

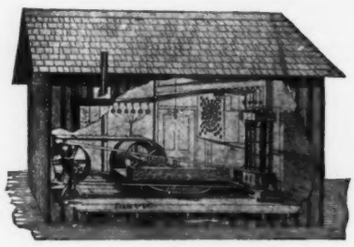
"It couldn't be put on the market, of course, but it showed unmistakably that electricity could be used for incandescent lighting. I spent about $40,000 in bringing the investigation up to that point; and yet in a way, this was only the beginning. A little later we placed several hundred paper-filament lamps on the market. Although people liked them, I knew we could do better. So I began a hunt for the right kind of carbon. Men were sent all over the world to collect grasses and fibers that looked promising. They brought back several hundred, and out of the lot I selected a certain kind of bamboo that grows in Japan. We made filaments out of that for nine years."

Edison also did a great deal of work with metal filaments, especially platinum and alloys, but these experiments proved more or less futile until his discovery of the vacuum bulb and the necessity of employing substances with high ohmic resistance for filaments to improve the quality of the light. Then the first commercial carbon filament lamps were evolved, and later through various stages of research the other improved types up to the present modern Mazda lamps.

Edison had already been working with success on a generator, or dynamo as it was then called, to produce current for his lighting system. Regarding the scientific criticisms of his machine when the invention was publicly announced, he remarks: "I was told that to get the best effects the resistance of the machine must be equal to that of its load! Did you ever hear of such foolishness? I thought it was strange to lose one-half the energy I generated in the machine, because what we were after was to get the stuff out and sell it."

The next great problem that Edison tackled was a system of distribution. Prior to 1880 there was no method known by which large numbers of electric lights of a power about equal to a gas burner could be operated practically over large areas. He says of this period: "I had the central station in mind all the time. I wanted to use 110 volts. Now there is no use for you to ask me why, because I do not know, but somehow that figure stuck in my mind; and I had calculated that if we could get the voltage up that high, the copper cost would be somewhere within sight."

In regard to installing his first central station, the old Pearl Street station in New York City, he says: "You can't



The first Edison central station

imagine how hard it was. There was nothing that we could buy or that anybody could make for us. There were no high-speed engines, and the manufacturers said they were impossible."

His first high-speed engine was 150 hp., 700 rpm. "We set the machine up in the old shop, and as we had some idea of what might happen, we tied a chain round the throttle valve and ran it out through a window into the wood shed, where we stood to work it. It ran, O yes, it ran! Every time she turned over, she shook the firmament, and tried to lift the whole hill with her. Toned down to 350 revolutions, she worked satisfactorily, and everybody said, 'Why, how beautifully she runs, and how practical such an engine is.' Now don't you know, I knew they would say that? Didn't you ever find out that trying to do the impossible makes about half the impossible seem easy?"

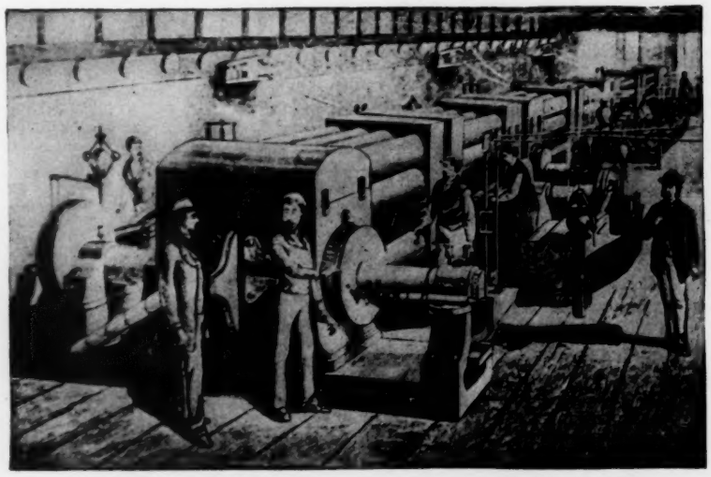
While this work was going on in the shop, underground mains were being laid in New York. Finally, the great day for trying out the system arrived. "We started one engine," says the inventor, "and all was well, and we had 500 ohms resistance. Then we started another engine and threw them in parallel. Of all the circuses since Adam was born, we had the worst then. One engine would stop and the other would run up to about 1,000 revolutions. Then they would see-saw. When the circus began, the gang bolted, and kept running for a couple of blocks. What was the matter? Why, it was those darn Porter governors!" By connecting all the governors together, the engines were finally made to behave.

Once, when a heavy load was unexpectedly thrown on, Edison called up his station and inquired, "How is it at the station?" The reply came back, Oh, bully. Everything is red hot, and the ammeter has made two revolutions!"

Of switchboard instruments there were none. Edison points out: "We used to hang up a shingle nail and tie it alongside of a feeder, and that was our heavy-current ammeter. It worked all right. When the nail came close to the feeder, we screwed up the rheostat a little, and kept the lamps in the station looking about right."

Edison paved the way to original scientific investigation in the lighting field such as that now carried on in the research laboratories of the General Electric Company and other great incandescent lamp manufacturies. In the former, the phrase, "Mazda Service," is applied to the activities of the group of scientists, engineers and laboratory experts who make each new Mazda development possible.

R. W. Rollins, Gen. Mgr., The Hartford Electric Light Co., Hartford, Conn.: "Our solicitors receive a great deal of valuable and useful information from *Electrical Merchandise.*"



The first New York Edison station—Pearl Street, New York

"Twice-as-Many" Week

A Novel Celebration which Built Good Will and Sales for the New Britain Central Station

By F. S. Troup

THE United Electric Light & Water Company of New Britain, Conn., held a "Twice-as-Many" Week celebration, August 16-21. It was not only something entirely novel in the demonstration line, but it brought in tangible results which far exceeded the company's expectations. The celebration, as the name, "Twice-as-Many" suggests, was in recognition of the net gain in customers which the United Electric Light & Water Company has made from January 3, 1912, to July 23, 1915, or since the property came under the present management.

All preceding companies, who had served this territory, which consists of New Britain, Plainville, Southington, Plantsville, Berlin, East Berlin, Kensington and Newington, had up to the date of transfer on January 3, 1912, a total of 2414 customers. As a result of the modern methods, optional and lower rates, advertising and general sales work inaugurated by the new management, by July 23, 1915, a total of 4828 customers were using electric service in this territory. In other words, within the period of three and one-half years, the number of customers had been doubled.

The "Twice-as-Many" Week celebration was not intended as much for direct advertising that would secure material results as for the far-in-future kind of publicity which strengthens the central-station's cause and brings it the good will of the general public. As a matter of fact, both ends were accomplished. Our company was universally commended throughout the territory for its enterprise in staging a celebration which every citizen and his family could take part in and enjoy, and I have some interesting sales figures to show a little later.

Monday, August 16, broke clear and cool, the first favorable weather for days. The plans and outline of the celebration had all been completed and our company was ready to open fire. Our first act was to hang a large "election" banner across Main Street. This banner contained just enough information to start the passers-by to talking. At night, the banner was lighted by the rays of six 1000-w. nitrogen lamps, which not only illuminated the advertising matter itself, but also made that section of Main Street a temporary white way. Our office was decorated with American flags and bunting and the lamping of the outline on the building was rearranged so as to harmonize with the red, white and blue of the flags. The main windows of the office contained up-to-date motion displays which drew large crowds both day and night. These windows were a link in the celebration and also advertised the value of electric service for the home.

The week's program was outlined in large newspaper ads on Saturday, August 14, while on each succeeding day, a similar ad gave the program of the next day. The week's program was as follows:

F. S. Troup, contract agent, United Electric Light & Water Company, New Britain, Conn.

Daily exhibition in mid air by Prof. Dummy over the "Green"—parachute drops, aeroplane glides, a searchlight exhibition at night.

Toy gas balloons given away free each morning to the children.

Free guessing contest with valuable prizes.

Free premiums to all new customers who signed for electric service during "Twice-as-Many" Week.

Free band concert, Wednesday evening, August 18, at Walnut Hill Park.

Lolly Pops given away to children, Saturday morning, August 21st.

The letting loose of 25 toy gas balloons, five of which contained valuable prizes, on Saturday afternoon.

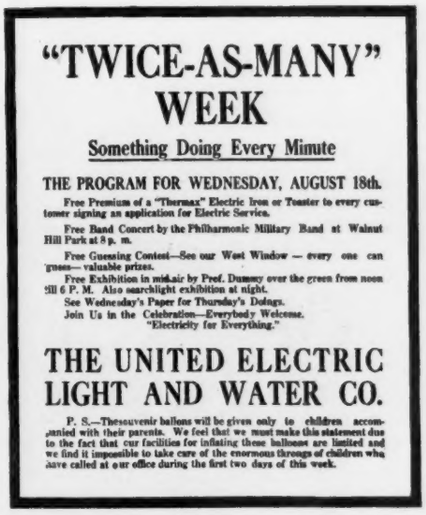
Free public demonstration of cooking on an electric range on Saturday, 2 to 9 P. M. at the company's office. Also electric-appliance demonstration.

The Professor Dummy feature was as follows: from two to 14 aeroplane kites were suspended on a single string over the top of one of the city's highest buildings. Floating from this string about mid way between the last kite and the building, was a large banner, 16 feet x 10 feet, bearing this legend:

Twice-as-Many Week
Use Electric Service.
The U. E. L. & W. Co.

This banner was readable from the street for four blocks. Professor Dummy was the attraction—a life-sized and life-like figure which performed acrobatic stunts in mid-air near the banner. One day he would be hanging on a trapeze attached to a parachute, then by the aid of a pulley and string dart down almost to the street and as rapidly back to the banner. The next day he would be sitting in an aeroplane so constructed as to have the appearance of actually running. The third day he would be hanging from the string itself. This exhibition was the talk of the town, and even for miles around. At night, Professor Dummy and the banner were lighted up by a large marine searchlight.

About 2000 toy gas balloons were given to the children. One side of each balloon read "Twice-as-Many-Week, the U. E. L. & W. Co.;" the other side, "Use Electric Service, the U. E. L. & W. Co." The balloons were inflated with hydrogen gas so that they would float in the air and were intended to be given to children who called at the office. The work of inflating these balloons, together with the unbelievable demand for them after the first hundred were seen on the street, caused a fair-sized riot on the morning of the second day. Before the office was opened, the line of children was larger than could be disposed of by noon. By 9.30 o'clock the crowd was blocking traffic so badly that the aid of


"TWICE-AS-MANY" WEEK

Something Doing Every Minute

THE PROGRAM FOR WEDNESDAY, AUGUST 18th.

Free Premium of a "Thermax" Electric Iron or Toaster to every customer signing an application for Electric Service.

Free Band Concert by the Philharmonic Military Band at Walnut Hill Park at 8 p. m.

Free Guessing Contest—See our West Window — every one can guess— valuable prizes.

Free Exhibition in mid-air by Prof. Dummy over the green from noon till 6 P. M. Also searchlight exhibition at night.

See Wednesday's Paper for Thursday's Doings.

Join Us in the Celebration—Everybody Welcome.

"Electricity for Everything."

THE UNITED ELECTRIC LIGHT AND WATER CO.

P. S.—Thesouvenir balloons will be given only to children accompanied with their parents. We feel that we must make this statement due to the fact that our facilities for inflating these balloons are limited and we find it impossible to take care of the enormous throngs of children who have called at our office during the first two days of this week.

The daily program announcement kept everybody posted

NEW BRITAIN DAILY HERALD, FRIDAY, AUGUST 20, 1915.

"Twice - As - Many" Week

NEW BRITAIN'S LARGEST FREE CELEBRATION

PROGRAM FOR SATURDAY, AUGUST 21st, THE LAST AND BIGGEST DAY

Free Premium of two months' Electric Lighting to every customer signing an application for Electric Service. (This includes residence Customers only.) If you are not one of our customers this is your BIG Opportunity.

Free Guessing Contest—See Our West Window—everyone can guess—valuable prizes.

Free Exhibition in mid-air by Prof. Dummy over the green from Noon till 6 P. M. Also searchlight exhibition at night.

Free Public Demonstration of cooking on an Electric Range at our Office from 2 to 9 P. M. Come and see the new way to cook. Also Electrical Appliance Demonstration.

1,000 Free Luscious Lolly Pops (Made by Bradley & Smith, New Haven) to the children at 10 A. M. Saturday.

At 3 o'clock Saturday afternoon from the roof of B. C. Porter Sons, we will cut loose twenty-five (25) toy gas balloons. On the inside of five (5) of these balloons will be a premium slip, which will entitle the lucky person catching and returning same to our office not later than Saturday, August 28th, the face value of this premium slip.

Premium Slip marked "House Wiring" will entitle the lucky person to have (8) outlets of wiring (no fixtures) installed in his house FREE.

Premium Slip marked "Percolator" will entitle the lucky person to an Electric Percolator FREE.

Premium Slip marked "Iron" will entitle the lucky person to an Electric Iron FREE.

Premium Slip marked $2.00 will entitle the lucky person to this sum of money.

Premium Slip marked $1.00 will entitle the lucky person to this sum of money.

JOIN US IN THE CELEBRATION—EVERYBODY WELCOME. ELECTRICITY FOR EVERYTHING

THE UNITED ELECTRIC LIGHT & WATER COMPANY

Half-page newspaper announcement of "Twice-As-Many" Week

the police was enlisted in order to keep our names off the police blotter. After the officers had arrived, the first 500 little girls were lined up and each given a balloon, much to her delight after the tiresome wait in the crowd. The next day, the balloons were to be given only to children accompanied by their parents, but this only made matters worse. For whole families came crowding in, from the babe in arms to the boy old enough to earn his living. It was necessary on this day to close the office door and place a door-keeper in charge. The third day brought the supply of balloons down to about 300 and a notice in the paper was made to the effect that the supply of gas was exhausted and no more balloons would be given away until Saturday. But no such precautions prevailed to hold back the crowd. To say that balloons are not an A-1 advertisement is all wrong according to the writer's views, for ours were carried into every neighborhood in the city, mostly into homes where it is customarily hard to secure a foothold, yet the homes we are most anxious to reach.

The band concert given on Wednesday evening was the best, according to the newspapers, ever given to the public. The grounds and stand were artistically decorated with hundreds of colored lamps. Although the night was chilly, fully 5,000 people turned out. On Saturday morning, 1000 lolly-pops were given to the children. We thought, that at this time, we could also dispose of the remaining supply of balloons without bodily injury. Alas for our poor judgment! no sooner had the children caught sight of them than a stampede ensued which took some time to quell. However, we at last got rid of the lolly-pops and balloons, much to our own joy, but not to the joy of the little tots who came too late.

On Saturday afternoon, the 25 premium-slip balloons were cut loose. Five of them contained premium slips redeemable at our office. The first premium entitled the lucky person to have his house wired free for eight outlets, but without fixtures. The second premium was an electric percolator, the third an electric iron, the fourth a two-dollar bill, the fifth a one-dollar bill. This feature proved another headliner. It resolved itself into a man-and-boy hunt. All the lucky balloons were captured and the premiums awarded, and much good will accumulated for our company. It is also worth noting that the balloon, containing the second premium, was captured nearly a mile from the starting point. The free public electric range and appliance demonstration was largely attended.

The largest window of the company's office was filled with cartons containing Mazda lamps. Some of the cartons were empty, others half full, the rest full. Many single lamps were heaped up about the cartons. The idea was to create interest in the celebration, and this window was known as the "Free Guessing-Contest" window. Valuable prizes were offered to the persons guessing nearest to the correct number of Mazdas.

The free premiums, given to every customer who signed an application for electric service during the week, "pulled" notably well. On Monday and Tuesday, a premium of twelve 40-w. Mazda lamps was offered and nine new customers signed up. On Wednesday and Thursday, a premium of a Thermax iron or toaster was offered and nine new customers added. On Friday and Saturday, a premium of two months' free service was offered to residence customers only, and 26 new ones were signed up. Thus a total of 44 new customers were added during the week or within three of the number secured during the whole month of August, 1914. Nor was this all; for the very next week after the celebration, 23 others were signed up, making August a banner month in regard to the net customer gain.

If an ordinarily dead business month can be raised to a better-than-average month in this way, then the writer feels that it would be well worth while for every central station to try out a "Twice-as-Many" Week, or similar publicity scheme. But as I pointed out in the beginning, our real idea was to induce the public to think anew and more favorably of the central station on which it was dependent for daily electric service in fair weather or foul. I have already measured the extent of the concrete results: the extent to which the public good will was stimulated is, of course, immeasurable, yet certain. By its favorable editorials and liberal reading notices the local press helped to make it all the more certain.

During "Twice-As-Many" Week, the New Britain central station kept open house to large crowds

Making the Windows Pay

The Elements of Successful Displays and the Easiest Ways to Apply Them

By F. D. Long

I HAVE generally found that the selling and advertising methods of a central station are pretty accurately reflected by its display windows. If they make the same impression on me as a good salesman would: if they are presentable, well groomed; if they compel attention and make a straight-line connection between the prospect and the goods offered; if I get the feeling through the window-pane that the display is changed every week and kept closely linked to the every-day selling and to special campaigns; then I know that the sales department of the central station—men and methods—is run on an aggressive and systematic basis. I know that the manager of the department is a thorough merchant who would no more let his windows run to seed than he would fail to keep close tabs on the solicitors under him.

Some central-station sales managers—who are not real merchants, but only think they are—have tried to palm off this excuse on me as a real alibi: "I know that our windows ought to be changed every week, and I wish that I had the time to give them proper attention. But one head and one pair of hands can do only just so much, and when more important things come up I have to let the windows go."

Now there are no busier commercial men in the industry than Stannard at Denver, Davenport at Providence, Becker at New York, Edkins at Chicago. Would you ever catch them talking this way? Not they. They know too well that, although the best-regulated human salesman will slip a cog once in a while, the well-kept window is the ember of them sales force which never loses its stride. For the sake of concreteness, let me quote a few examples of the kind of results which some of the live men are able to trace from their windows.

One central-station sales manager recently made a three-day study of window circulation. On the first day, 1798 people passed the window, and six entered the store. On the second day the window was changed. Of the 2100 people who passed, 800 stopped, 154 entered the store, and 21 bought the appliance they had seen in the window. On the third day, the window was again changed, the new display directly resulting in 75 sales. The whole experiment was an impressive demonstration of the cumulative sales value of rightly conceived and frequently changed windows.

A similar circulation study was made of the number of people who passed a gas company's window in a half hour. The number was 129, of whom 53 people looked in the window but passed by, 36 looked in and stopped, 38 passed by without looking in, and two stepped in to inquire about an article they had seen in the window. The Naragansett Lighting Company of Providence has compiled some striking statistics covering actual window sales. An electric adapter display converted 50 oil lamps into current consumers. A percolator window, which offered one dollar off for any old coffee pot exchanged for a percolator, sold twelve percolators. A popcorn demonstration of electric grills sold 60 of the appliances. Of the 150 electric radiators originally bought, 130 were sold in one year, chiefly through the influence of a series of strong radiator windows. Portable lamps to the number of 44 were sold through the windows in two weeks. A Lincoln's-birthday window, hooked up with a seasonable display of Mazda lamps, sold 956 lamps in one week. A Washington's-birthday window sold 672 and a St. Patrick's-day window sold 890 lamps. The facts and the statistics, then, are overwhelmingly against the central-station sales manager who says that he is too busy to keep his windows up to date. Yet I would rather help than condemn him, and so I now offer him a few suggestions drawn from the experiences of many window experts.

In the first place, every central-station sales manager of my acquaintance, whose windows are notably successful, attributes his success to *methodical employment of the windows.* On the appointed hour of each week they turn as naturally to the consideration of a fresh window as they turn to their morning mail. They place the work on a routine basis, and say that it goes a whole lot easier than under a haphazard system. However, method in window trimming is impossible without adequate equipment, and so some central stations keep in stock an array of window furniture corresponding to the properties of a first-class theater. Such an equipment will include a quantity of silk velour, or similar material, in different colors and exact fit for the window floor and for use as backgrounds; plateaus, pedestals, haberdashery stands for the display of boudoir lamps, glass shelves for appliance displays, baskets of illuminated flowers of all kinds, horns of plenty for Thanksgiving and Christmas windows, trays for the display of chafing dishes, toast racks to show toast in connection with the display of electric toasters, egg cups, salt shakers and condiment vessels to be used in table scenes. Such an equipment will also include a number of devices for motion displays and miniature house and street scenes, such as aeroplanes, auto-racing toys, railway sets, electric fountains, "mysto" tables, electric cities, hot-houses with illuminated vegetables, yards with trees and lighted birds, fruits and animals

This St. Joe washer window combines entertainment with a strong sales message

in the branches, street scenes with park, moving trolley, minature magnetite arcs, and the effect of lighted arcs in the distance.

Next in importance to the equipment itself is the equipment photo scrap-book. A. H. Alcott, appliance-sales manager for the Naragansett Lighting Company, keeps such a book and tells me that it is a great help to him in planning the weekly window. With a clear idea in his mind of what appliance he intends to feature in the window, he has only to look at the photos of the properties in stock to build the mental picture of the right furniture, the motion feature to use, the whole display. Then he roughs out his idea on a piece of paper and hands it to the window dresser.

The central-station sales manager will next find it helpful to bear in mind this fact: The successful window is two things—a productive member of the sales force and one of the most valuable advertising mediums. So each week the window display should be tied up to the efforts both of the sales department and of the newspaper advertising copy. If your solicitors are making a drive on percolators, you will naturally talk the sale up big in the newspapers. In this event, make your window exclusively a percolator window. One of the common perplexities of the central-station sales manager, who is too busy to attend to his windows, is the length of time it takes to think up new window ideas. There's nothing to that. Timeliness is far more important than mere novelty The electric shop, the outside salesmen, the newspaper space, and the window should logically all push the same goods at the same time.

Another common perplexity of the central-station sales manager is that he does not know the few really simple fundamentals of a good window, and, therefore, has no notion of how to apply them. These fundamentals are worth considering briefly. They are:

1. Shut-in display.
2. A display built about a centerpiece.
3. A motion display.
4. A display confined to one appliance or a small group of kindred appliances.

The shut-in window is one with a background which focusses the eye of the passer-by directly on the window display. It may be permanently built into the window, or a series of temporary backgrounds may be utilized. For example, a silk velour background for an especially rich window, or some fabric made up in imitation of a wall for an interior scene, or to represent the rear of a street scene.

Study the windows of any big merchant and you will note that in practically every case the display works into or out from a center-piece. This centerpiece generally acts as the center of interest, the focal point, the climax of the display. It organizes and unifies the whole effect so that the passer-by can grasp it all in a single glance. It may be no more than a price-card in a bargain-sale window with the appliances offered grouped about it. It may be only a flag being blown by a fan or a cardboard facsimile of a large Mazda lamp. Or it may be a pretentious effort to get over a big message in a big way. For example, one of the accompanying pictures shows a window of the St. Joseph Railway, Light, Heat & Power Company, which elaborately presents the electric-washing idea. The centerpiece is a scene which shows the housewife enjoying a book while her heavy week's wash is automatically being done by electricity. Note how the whole display is built around this central scene so that there is no escaping its significance.

Another center-piece, which has been used in a successful heating-appliance window, shows a breakfast table with dolls seated about it, and the toaster, percolator, egg boiler, and grill in actual service. If, in conjunction with such a window, it is possible to hold a similar demonstration inside the store, with a pretty girl preparing real toast and coffee for an electric breakfast, then you have one of the most effective tie-ups imaginable between the window and the interior of the electric shop. An electric bed-lamp window can be made doubly productive by employing as a centerpiece a bed with a large doll lying in it, and the lamp close beside it. Finally, there has been no more resultful window than the one in which a sweeper demonstration is staged. Here the centerpiece is nothing less than a live demonstrator removing scraps of paper from a rug with an electric vacuum cleaner, while all about are arranged demonstration sweepers and parts of sweepers, price-cards and other cards which offer the "Electric-release-from-drudgery" arguments. One of the accompanying photographs shows how effectively the motion-sweeper window can be simulated by the use of life-like dolls.

Note, in the foregoing examples, the common employment of motion features for the center-pieces. Motion windows are doubly valuable because they entertain and sell goods at the same time. For instance, the "mysto" platform makes an entertainment feature which draws a crowd. Place a percolator on top—if your window is a percolator window—and you capitalize the curiosity of the crowd in a practical way. The psychological process is about as follows: The crowd gathers to watch the whirling platform and amuses itself by guessing what keeps it going. Slowly they begin to take account of other things in the window: the percolator whirling around on top; the tie-up between this percolator and the others in the window; the cards which inform that a dollar will be allowed off on any old coffee pot brought into the store and exchanged for a percolator; the educational messages. Thus subtly, every good motion window leads the onlooker from curiosity and amusement to serious thought about the goods offered for sale—to desire—in a good percentage of cases, even to the actual purchase.

To look once more at the St. Joseph window, note that the entertainment feature is a pleasing domestic scene, and that even the sight of clothes being washed by electricity is in a way entertainment. Yet the serious purpose of the window—*to sell electric washing machines*—cannot by any chance be overlooked.

The fan-blown flag or vari-colored streamers, is an ancient, but still serviceable motion attraction. I recently saw an Emeralite reading-lamp window, the motion feature of which consisted entirely of the alternate glowing and winking out of two lamps; a naked filament which threw the light in the reader's eyes, and an Emeralite which threw the light down on the book. This display served both as novel entertainment to New York's amusement-loving crowds and as an impressive sermon on conservation of the eyes by means of the Emeralite reading lamp. One final example which comes to mind is a motion window used by the Edison Light & Power Company of York, Pa. It consisted of an electric iron fastened to a roller skate, and fitted with a small sail made from a Westinghouse lamp advertisement. Fans placed at intervals blew the iron continuously about a circle made of common three-wire moulding.

Prize window of Denver central station in Rice Leaders of the World contest

Clever use of dolls in a sweeper window to suggest motion display

The last fundamental of a good window which I have mentioned, is the one confined to one appliance, or a limited group of appliances. Good examples are the "Electric-breakfast" window; the "June-bride" window, and the "Christmas-gift" window. Occasionally, as in the Simplex window of the Denver Gas & Electric Light Company—a prize-winner in the recent national window-display contest of the Rice Leaders of the World Association—a complete manufacturer's line can be shown, and yet by careful grouping and balancing and by the proper use of card announcements, be made to convey the unit idea so simply as to be readily understood by the public. However, such windows are not for every day, nor would the Denver company use them every day.

The most resultful central-station windows are those which are well groomed, well balanced, full of action, focussed upon a central idea and confined to a single appliance or group of kindred appliances. The continuous upkeep of such windows on the part of the central-station sales manager requires study and hard work, but the job can be eased off considerably by making window planning a habit; by keeping in stock the right equipment, by tying up, each week, the window with the rest of the sales and advertising effort. The busy central-station sales manager might make the work still easier for himself by adopting the Idea-box plan. The Idea box is the receptacle of ideas for good windows volunteered by the employees of every department. Wherever this plan has been tried, a large number of workable window ideas have been accumulated. Another plan, which they have begun to try out in Little Rock, is to turn over the company's windows for one week to each of the salesmen in turn. He lays out and installs the window during that period without interference or advice from anybody else.

To attempt to put in force all of the foregoing suggestions may seem like a large order, but it will pay in a large increase of goods sold through the central-station window-pane, and as an advertising aid to both the outside and the inside salesmen. In a subsequent article, I intend to show how it will pay in another direction—by making the central station so expert in handling its own windows that it can act as guide and counsellor to retail merchants on such problems as window-lighting and the use of central-station power for motion features, and thus pave the way for a profitable increase in the retail store load.

New Commonwealth Electric Shop

Thousands View Its Handsome Furnishings and Extensive Stock during Opening Week

THE formal opening of the Edison Building, the new headquarters of the Commonwealth Edison Company, 72 West Adams Street, Chicago, was held September 20-25. The new building has been in service since May 1, but the new electric shop on the main floor was completed only on the eve of the opening. Invitations were sent to all the company's customers, and everything possible was done to impress the 20,000 visitors with the remarkable service facilities of the Edison Company. The Commonwealth Edison orchestra furnished music during the afternoon and evening, and motion pictures were shown each day. Several employees were detailed to conduct visitors about the building and to answer questions regarding service or electric appliances.

The handsome electric shop was the real focal point of public interest. The visitors saw there every conceivable appliance, from the smallest pocket flashlight to the electric passenger car. Yet there was not the least suggestion of overcrowding. For the electric shop is located on the main or street floor of the building and occupies about 11,000 square feet of floor space. It may be entered from either Adams or Clark Street, and whichever entrance is used, the visitor must pass an attractive display window. The interior trim is of American walnut with which the furnishings harmonize perfectly. Space has been set apart for special fixture and lamp-display rooms and a ladies' rest room. The location of the shop and the arrangement of the goods are such that visitors cannot ignore the obvious invitation to look over the stock—and buy. During the opening, samples of electrically baked cake were given away in the electric shop; tea from an electric samovar was served by a Japanese girl in native costume, and various appliances were demonstrated.

E. A. Edkins, manager Commonwealth Electric Shop

Credit for the successful completion of the electric shop gravitates to E. A. Edkins, its manager. To quote from *The Edison Round Table* for September:

This Trade Mark The Guarantee of Excellence on Goods Electrical.

NOW is the time

This is the time of the year when G-E Twin Glowers can be sold readily. They are good "new business" for both you and the Central Station. The G-E Twin Glower is the most satisfactory low-priced luminous radiator on the market. It is clean, safe, portable, practical, efficient and the retail price is only

Six Dollars

It can be attached to any lamp socket and therefore is ready for use anytime, anywhere—in the bathroom, nursery, sewing room, bedroom, etc.

This handy little heater is attractive in appearance, healthful, durable—and at a popular price, has all the elements of quick salability.

The G-E Twin Glower Radiator

Is the natural, inevitable, logical addition to your heater business; the high nickel finish, glowing units, "sunshiny" heat make a good selling display: show these G-E Twin Glowers in your windows at this opportune season—goods well displayed are half sold.

General Electric Company

GENERAL OFFICES: SCHENECTADY, N. Y.

Sales Offices in All Large Cities

5346

This Trade Mark The Guarantee of Excellence on Goods Electrical.

Main entrance to the Edison Building is flanked with appliance-display windows

"In keeping with the policy of the company in other affairs, a committee of our experienced people is responsible for much of the general result achieved. However, we gladly give full credit for innumerable details, practical, commercial and artistic, masterfully handled in the making and stocking of this new electric shop, to its able and devoted manager."

As a matter of fact, extensive as has been his experience, Mr. Edkins did not trust to his own knowledge alone. He went gunning for the ideas of other brainy merchants, visiting not only the model electric shops in New York and other cities, but the department stores and specialty shops as well. What he found of value can be seen concretely applied to the new Chicago shop, yet in a manner distinctly personal to the Commonwealth Edison Company, which, of course, has incorporated many new features of its own.

The management of this shop is a big man's job, but it has fallen on the right shoulders. For Mr. Edkins's service to his company has been both broad and long, covering approximately two decades and various responsible positions such as superintendent of the employment bureau and secretary of the advisory committee. Mr. Edkins has also been chairman of the Publications Committee, National Electric Light Association, and is now vice-chairman of the Commercial Section.

The new service bureau was another magnet for the visiting crowds during opening week. It has been established for the convenience of customers who transact business with the company over the telephone. All telephone calls are received at the Commonwealth Edison Company's 20-position private branch-exchange switchboard and, unless for an individual, are classified into one of three main divisions. All calls for information relative to bills, discounts and like matters, are immediately transferred to a special switchboard in the accounting department. Calls for in-

General view of the new Commonwealth Electric Shop

THIS WINDOW CUT-OUT

GIVEN FREE

in connection with our big campaign on UNIVERSAL Percolators for November. This cut-out and four handsome show cards are furnished free to all dealers and you may get a prize for using them.

Prize Window Trimming Contest

$25.00 for the best window
$15.00 for the next best
$10.00 for the third best

This contest is open to everyone; the only condition being that this cut-out and the four cards are used. Every window will be given consideration whether or not percolators are used. The points on which the windows will be judged are Originality — Selling Value — Artistic Arrangement.

UNIVERSAL
ELECTRIC PERCOLATORS

Make permanent customers by giving perfect satisfaction. The Fusible Plug Safety Device which does away with burned out heating units, the method of heat distribution which eliminates waste current and the Heat Proof Glass Top, warranted not to crack from the heat, are features which make UNIVERSAL Electric Percolators the easiest to sell.

THE CUT-OUT

is life size lithographed in nine colors and has two detachable arms so that it may be used with either an electric Urn or Percolator. It is something entirely out of the ordinary and is bound to attract the attention of everyone passing your window. Four handsome cards showing the points of superiority in UNIVERSAL Percolators are also sent with the cut-out.

WRITE FOR FURTHER PARTICULARS

UNIVERSAL

LANDERS, FRARY & CLARK
New Britain, Conn.

USE THIS IRON

to Boost Electrical Prosperity Week

DOVER SPECIAL
Guaranteed Electric Iron

This is a real "prosperity" iron

First For your *patrons*, it is a big value for their investment. The iron's construction insures the best service, both mechanically and electrically.

Second It's efficiency in use stimulates your patrons' confidence in electrical devices in general.

Third For *you*, the permanence of the DOVER SPECIAL'S heating element—a VEA—insures its constant use on your line. *Every* ironing day finds *every* owner of a DOVER SPECIAL with her iron *in use.*

The VEA heating element used in the DOVER SPECIAL,—and all DOVER-made irons, will stand the most rigid tests. It is *guaranteed* not to burn out under *any test* on a current voltage for which it is designed.

VEA stands for the highest perfection in heating elements.

Stock this iron for Electrical Prosperity Week, or send for sample for test purposes.

The Dover Manufacturing Co.

Canal Dover, Ohio

formation regarding rates, cost of appliances, repairs, or orders for material, lamps, appliances and repair work are transferred to a special switchboard in the service bureau. This board is manned by male operators who are provided with price lists and order blanks, and who can close a sale without reference to any other department. Calls from company salesmen in the field or from applicants regarding new business are transferred to a special switchboard in the contract department, where experienced men take down the address of the house where the work is to be or is being done, and then immediately connect over a separate wire with a file clerk who handles status reports in the district from which the call has been received. The operator then imparts the information derived from the file clerk to the outside party. All this sounds involved, but is really but the work of a few seconds, since the file clerks have their data systematized to a dot.

The load dispatcher's office on the fifth floor, where the supply of current is controlled and distributed throughout the city by telephone, was another center of attraction. The handsome offices throughout the building were also greatly admired as well as the imposing exterior illuminated at night by a system of outline lighting which brings out the full architectural values.

Merchandising Developments in Electrical-heating Appliances

Abstract of a Paper Read before the Southeastern Section, N. E. L. A.

By W. M. Stearns

A PROMINENT new-business manager of one of the large holding companies gives this as the reason why more heating devices are not sold: "There are 5,000,000 families in this country who have access to electrical service, and yet do not possess heating appliances. They can afford them; they want them, and they need them.

"It is probable that 20,000,000 appliances will be sold between now and 1920. The appliances are well introduced by those already sold.

"We will first have to find out why the housewife does not buy these appliances. Some think that price hinders larger sales. This does not seem to be reasonable when we see a larger number each of automobiles, cash-registers, talking machines and cameras sold than of electric-heating appliances. We cannot claim that it is from lack of interest in housekeeping or cookery. The number of housewives who do their own work is increasing. The price per range installed in kitchens is higher; many a mechanic's kitchen now has a $75 range in it. The coal, wood and gas-stove industries had a false impression for many years that people wanted cheap grades of stoves. The price of the average gas stove sold today is about double what it was ten years ago—the stove many times better in quality and style.

"We assume too much that most people are familiar with electrical-heating appliances; only a few people are. We seldom hear a complaint of the cost of operation of an electric-heating appliance from a user, yet this is the very point that the prospect is suspicious about. The number of watts per hour conveys very little meaning to the public; the difference in efficiency of appliances they care very little about, rather favoring the inefficient appliance which shows quick results in heating. They look for style and design, more than for low price or efficiency. The popular articles that you purchase for your own use had a hard struggle at some time or other to get on the map. Electrical men cannot dodge the labor and the problems of advertising, demonstrating and promoting, yet still expect to see the orders come in like those for dollar watches."

Many of the sales methods which have been found successful for other kinds of merchandise continue to be used with good results to promote the sales of heating appliances: special reduced prices for a limited time, group sales whereby several appliances are sold for less than the aggregate value of the individual devices, rebate coupons, premium offers, free-trial propositions with time or installment payments and the sale of a new appliance in consideration of the return of an old device plus a nominal cash payment. When special campaigns are conducted whereby appliances are sold at reduced prices the cooperation of the local contractors and supply dealers should always be secured. In some instances it is advantageous to have a special campaign handled exclusively by the dealers. Also, it is sometimes necessary to give the dealers the benefit of the purchasing power of the central station.

OBVIOUSLY, central stations obtain more profitable results from the daily-current consumption of heating appliances than from their initial sale. Realizing that an appliance load cannot be maintained at its maximum value if the devices which have been sold are allowed to become inoperative, some dealers now conduct a department which

For Electrical Week and Christmas

These two articles operated with flashers at night will get the attention of every passer-by to your window display.

They will be the big Electrical Week and big Christmas sellers.

The Hedlite iron furnishes its own light and warns the user to turn the current "off" before leaving the ironing board.

This safety–utility feature is the biggest booster of the season for electric ironing.

It will be the gift iron this Christmas.

Do you want the automobile trade to come to your store? Then display the Pittsburgh Dirigible Searchlight in your window.

Put it on your list of Christmas merchandise. Can you think of a better gift for the man who drives a car?

It is needed every night for safety and convenience.

Pittsburgh Electric Specialties Co.
The Specialty Manufacturers
Pittsburgh, Pa.

furnishes repairs and renewals free of charge to the customer. Thus, many devices which might be left unused are again made revenue producers. Another advantage of this practice is that customers are convinced that they will be well repaid for investments in electrical apparatus as their devices will not be allowed to become useless.

In connection with the repair of electrical appliances by central stations, I shall go over a very interesting letter received from a customer of one of the large public-service corporations. He writes as follows:

"I have in my house one household-utility motor, one vacuum cleaner, four electric flatirons, five electric heating pads, two electric stoves and one electric toaster. Of all these appliances, the only one in use at the present time is one flatiron which is used in the sewing room at the top of the house.

"I am interested in this subject, not only because of the investment I have in these electric appliances, but also because I am a considerable holder of securities of electric light and power companies and have something to do with directing the policy of a number of such companies. I am wondering if the companies in which I own stock have as large a percentage of unused appliances as is shown in my own house.

"I think that one reason that electric appliances are not used in my house is that the servants are afraid to use appliances when they are not working properly, and in such cases simply turn off the switch and put the appliance in a closet.

"To show the inconvenience and difficulty of having repairs made: we took a heating pad to the operating company in this section, whence it was sent to the factory. We had to pay express charges both ways and repair charges and wait sometime before we got it back. Since it was returned to us last winter it has been used only twice, because on the first and second point of the switch no heat is given out, while on the third point it is too hot for use. The central-station manager explained that his company could not make repairs.

"Contrast this situation with my experience as owner of an automobile. Regularly once a month, I receive a mimeograph letter from the head office of the automobile company which contains suggestions as to the care of my car and how to operate the car to obtain the best results. I would suggest that electric companies should send out a motor-cycle repair man on all calls for repair work on electric appliances, making a nominal charge for his time. Also, that the meter readers gather information for a card index which will show the number of electric appliances owned by each customer which are in use, and whether they are giving satisfactory ervice." (Continued on page 305.)

THE BEST ELECTRIC SUCTION CLEANER MADE

THE chief engineer of the testing department of one of the largest central stations in the country tested the Royal Electric Cleaner for his company. He reported it the best suction cleaner in every way that had ever been tested by them and immediately BOUGHT ONE FOR HIS OWN USE. Within a few weeks six other men in the same department bought Royals for their own homes. From the switch at the end of the handle down to the balanced fan the Royal is as near to mechanical perfection as it can be made. The test proves.

SELLING help is built into Royal itself. Many successful dealers find that the Royal demonstration is so convincing and Royal superiority so marked that they sell much easier than other machines. This means a quick turn-over and the bigger profit that always goes with easier sales. In addition we co-operate heartily with dealers. Royal selling plans are practical and tested by experience. They are designed for dealers who believe in putting the cleaner business on a substantial basis. Write for details TODAY.

The P. A. Geier Co. 5108 St. Clair Ave., Cleveland, Ohio